

Directory Listing Checklist

24 checks · work in order · recheck every quarter. Full guide and free tools:
seoshut.com/blog/directory-listings-seo/

SEOs Hut
AI-first local SEO
agency

1 • MASTER DETAILS

- ☐ Name matches real-world name
- ☐ Address is a real, staffed location
- ☐ One phone number, same everywhere
- ☐ Master record saved in one place

2 • CORE LISTINGS

- ☐ Google Business Profile verified
- ☐ Apple Business Connect claimed
- ☐ Bing Places claimed
- ☐ Yelp claimed
- ☐ Yellow Pages / BBB checked

3 • RELEVANT DIRECTORIES

- ☐ Customers' directories identified
- ☐ Niche listings claimed and accurate
- ☐ One local source claimed (chamber, town)

4 • ACCURACY

- ☐ Ran Local Citation Finder
- ☐ NAP identical on every listing
- ☐ No duplicate listings
- ☐ No outdated details
- ☐ Same short description

5 • QUALITY FILTER

- ☐ No bulk or mass-submission listings
- ☐ No paid listings sold on rankings
- ☐ Kept directories are relevant and moderated

6 • AGGREGATORS

- ☐ Data Axle, Foursquare, Neustar checked

7 • AI AND TRACKING

- ☐ Asked 3 AI tools for best service in city
- ☐ Cited sources noted
- ☐ Quarterly recheck scheduled